



Web Redesign Tool

Different audiences respond to different website styles and assets. Our APLI partners redesigned websites to remove barriers to participation and enhance user satisfaction with website functions. Whether you're targeting young people, diverse communities, some other demographic or all of the above, web design matters. Use these guidelines to help you get it right.

1. Find the right design team with the skills to do solid research, deliver an aesthetically appropriate design, and who find the project and audience(s) exciting.
2. Allocate additional regular staff hours to shepherd the process.
3. Conduct audience research early in the process—before you jump into design and site architecture—and create a system for methodically including the findings into the map of the design.
4. Create a team or teams of target demographic advisors to vet all stages of the process. Listen to and incorporate their feedback.
5. Understand the importance of keeping your old website running shipshape while the new one is being built and plan for a certain amount of duplication. This sets you up for as seamless a transition as possible.
6. Emphasize to your team the importance ensuring the technology works, and works reliably. There can be no outages or website downtime. Losing relationships can take seconds.



Social Media Ambassador Team Tool

Some of our APLI partners experimented with organizing formal social-media ambassador teams, usually part of a short-term campaign. Based on takeaways from these projects, this tool will help you strategize a short-term social media campaign team.

1. Create an opportunity that is more than marketing—put a small group of the target audience at the center of the communications strategy, and engage them through hands-on activities, dialogue, and reflection.
2. Find an energetic and enthusiastic project manager who doesn't shy away from challenge and is capable of communicating and connecting with many different community members.
3. Go outside your comfort zone and build relationships with strategic partners that can be ambassadors for your program and help you reach new audiences.
4. Create a clear structure, expectations, and ways to support your team's ability to reflect and share their stories. Coach them in how to communicate their thoughts.
5. Develop programming that clearly bridges arts participation and social bonding.



Video-Documented Engagement Tool

Reaching into diverse communities with a targeted work of art can be complicated, but the potential for meaningful interactions is high. Multiply the power of this audience engagement with high-quality video documentation, and you've got inspiring marketing and education tools too.

1. Create an interdepartmental team to support the project holistically, including members of the executive, marketing, fundraising, programming, education, and production team.
2. Use technology to enhance and strengthen in-person communication rather than replace it. Show respect and investment in your community partners through face time and interest in their work.
3. Dedicate a staff person to act as cultural liaison and work as the coordinator for the interdepartmental team.
4. Be ready and willing to adapt quickly, make sure all team members and artists understand this as a necessity to the success of building relationships.
5. Have a clear understanding of the difference between program partners and program supporters in order to manage expectations and leverage the different relationships effectively.
6. Document the interactions through video so that others can benefit from the experience. Video quality should reflect and respect the high quality of the performers.
7. Bring your team together after events to evaluate, correct course, continue internal engagement, and foster internal organizational change. Use follow-up meetings as opportunities for intentional transference of culturally relevant knowledge.



Residency and Social Media Tool

At least one APLI partner (Town Hall Seattle) explored the value of having an artist and scholar in residence. Because such tools also involve collaborating on programming and social media, parts of the tool are more broadly applicable to social media ambassadors and curatorial collaborators.

1. Pick your residency participants with an eye to their good humor, flexibility, and stamina, along with their artistic and scholarly strengths. Temperament is important in navigating lots of moving pieces and people.
2. Embrace a bit of chaos. Giving unfettered physical access to your facility and freedom to create programs in a short time means that the unexpected is not only likely but inevitable.
3. Get your staff on board, ready and able to be responsive with grace, curiosity, and goodwill.
4. Prove that you value your residents by paying them real money for their time, expertise and effort.
5. Having a staff project manager makes a residency program much easier, but it can be done, regardless.
6. Be prepared to provide some curating of your social media activity to create tighter structure and elicit more meaningful online dialogue. Crafting and posing direct questions can be catalytic for all online contributors.
7. Make sure you have staff who are able to support the technology and production aspects of the project.